

Hegg Memorial
Health Center

Avera 

2013 IMPLEMENTATION STRATEGY AND COMMUNITY
BENEFIT PLAN

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Table of Contents

INTRODUCTION 3

HOW THE IMPLEMENTATION STRATEGY AND COMMUNITY BENEFIT PLAN WERE DEVELOPED 4

TARGET AREAS AND POPULATIONS 5

MAJOR NEEDS AND HOW PRIORITIES WERE ESTABLISHED 6

DESCRIPTION OF WHAT HEGG MEMORIAL HEALTH CENTER WILL DO TO ADDRESS COMMUNITY NEEDS 8

ACTION PLANS 9

1. Community or Recreation Center 9

2. Day care 9

3. Youth Activities and Programs 10

4. Lack of EMTs 10

5. Urgent or Extended Care Services 11

6. Obesity 11

7. Community Education Programs 12

NEXT STEPS FOR PRIORITIES 13

NEEDS NOT BEING ADDRESSED AND WHY 14

CONCLUSION 15

Starting date of the Implementation Plan 15

Who will be involved in the Implementation Plan? 15

How will the needs be tracked or evaluated? 15

APPROVAL 17

References 18

INTRODUCTION

Hegg Memorial Health Center has been serving the needs of Rock Valley, Iowa and the surrounding communities since 1967. Hegg Memorial Health Center continues to carry out its mission “to heal body, mind, and spirit, to improve the health of our community, and to be good stewards of the resources entrusted to us.”

Hegg Memorial Health Center is a licensed 25 bed critical access hospital located in Rock Valley, Iowa. In 2012, 79 percent of hospital’s admissions were residents of Sioux County patients and 15 percent came from Lyon County.

In fiscal year 2012, Hegg Memorial Health Center provided \$99,000 in financial assistance to patients. Short falls from Medicaid and other public programs meant that Hegg Memorial Health Center had to subsidize approximately \$150,912 in costs. Hegg Memorial Health Center also provided services within the facility and in the community at a cost of approximately \$591,964 for a total of \$841,876 that aided our community’s health and well-being.

This report summarizes the plans for Hegg Memorial Health Center to develop new community benefit programs that address and respond to the prioritized needs from the 2013 Community Health Needs Assessment.

HOW THE IMPLEMENTATION STRATEGY AND COMMUNITY BENEFIT PLAN WERE DEVELOPED

Hegg Memorial Health Center identified the community health needs through the Hegg Memorial Health Center Community Health Needs Assessment. The hospital gathered public health data and connected with local community members through focus groups and surveys to learn more about the health need concerns of the community.

The Community Health Needs Assessment (CHNA) committee was initiated by Hegg Memorial Health Center. The hospital formed a CHNA committee involving 11 employees of Hegg Memorial Health Center and a mental health professional from Creative Living Center. The hospital employees on the committee included a physician, the clinic nurse manager, marketing & public relations, wellness, physical therapy/rehab, social services, business office, finance, and human resources.

After the priorities were decided upon by Hegg Memorial Health Center's strategic planning committee, the Community Health Needs Assessment Committee developed goals and an action plan for each priority. The committee will work with community leaders, organizations and individuals to address each priority to identify potential partners, opportunities to collaborate and any barriers.

In addition to the assessment, the Hegg Memorial Health Center community benefit team has reviewed its existing community benefit activities and will continue to provide these much needed services. The community benefit team and the community education department will evaluate other opportunities for future years.

TARGET AREAS AND POPULATIONS

In 2010, the US Census declared that 15.1 percent of the general population lived in poverty (Wikipedia, n.d.). In Sioux County, 7.2 percent of the population live below the federal poverty level (American FactFinder, n.d.). Sioux County has been blessed with a lower poverty level and an unemployment rate of 1.7 percent (American FactFinder, n.d.).

Hegg Memorial Health Center's Community Health Needs Assessment goes beyond addressing the needs of those living in poverty and is committed to serving the whole community.

MAJOR NEEDS AND HOW PRIORITIES WERE ESTABLISHED

The CHNA committee reviewed the statistics, focus group comments, survey results, and public health data. This assessment resulted in a list of 22 health.

The list of health needs was provided to Hegg Memorial Health Center's strategic planning committee to review and prioritize. This committee includes all provider levels at Hegg Medical Clinic, the Hegg Memorial Health Center's Administrative Council, and Hegg Memorial Health Center's Board of Directors. Each committee member was given information about the identified needs. The strategic planning committee went through a voting process to identify the top priorities. Each committee member considered the seriousness of the need, its impact on the safety, health and wellness of our community as well as its impact on the growth and vitality of the community.

The rankings from this committee were totalled to produce a composite ranking for the top three health needs and the top three non-health related needs. The priorities are as follows:

Non-healthcare related priorities:

1. Community or Recreation Center
2. Daycare
3. Youth Activities and Programs

Healthcare related priorities:

1. Lack of EMTs
2. Urgent or Extended Care Services
3. Obesity

The CHNA committee reviewed the current community benefit programs, financial assistance, and other financial aid to be continued as priorities for the low-income, uninsured, and under-insured residents, as well as health education provided free or at a low cost to all community members.

DESCRIPTION OF WHAT HEGG MEMORIAL HEALTH CENTER WILL DO TO ADDRESS COMMUNITY NEEDS

Hegg Memorial Health Center's CHNA committee will head the implementation team to address the needs of the community. The CHNA committee will involve members of the community, city council, physicians, and experts in wellness and recreation.

ACTION PLANS

While our community has countless positive qualities, there are significant needs that exist in our community.

1. Community or Recreation Center

SIGNIFICANCE: The city of Rock Valley currently does not have a community or recreation center to provide activities indoors. We need a safe, well-lit environment that can be used by people of all ages. Having a center allows children a place to go to be active and busy and out of trouble. The center can be used for our summer recreation programs and provide additional supervised, organized programs year around for all ages.

PLAN: A survey was conducted by the city of Rock Valley on the need for a community or recreation center a few years ago. The Community Health Needs Assessment committee will bring this topic back to the city council for re-discussion. Hegg Memorial Health Center feels that this need is outside of the hospital's scope of practice and will not be addressing this item.

2. Day care

SIGNIFICANCE: To provide care for the children of the community from infant to age 12. To ensure that there is a child care center available for all ages to allow parents to be employed in our community and to grow our economy and community.

PLAN: Hegg Memorial Health Center is working with the City of Rock Valley to look into funds and grant opportunities to provide additional day care for the community. A feasibility study will be completed by the City of Rock Valley to see how much additional day care is needed. Hegg Memorial Health Center will need to determine the

extent of its participation depending on the results of the feasibility study and how much financial obligation Hegg Memorial Health Center is able to assume.

3. Youth Activities and Programs

SIGNIFICANCE: To lower binge drinking, childhood obesity and decrease depression rates, and increase activity in the youth. Providing programs and activities can decrease bullying by improving social skills and teamwork in certain programs. Structured programs can help keep kids responsible and keep them from getting into trouble. There currently are not many activities available for the youth in Rock Valley so many go to other communities to be involved.

PLAN: Hegg Memorial Health Center opened their new Wellness Center in March, 2013. The wellness director will work with wellness instructors and look into youth activities that they can provide. The wellness director will also contact a minimum of three youth organizations to partner with to offer youth events either on campus or off campus. This can include partnering with the City of Rock Valley for summer recreation programs. The Wellness Center will look into implementing one youth activity in 2013.

4. Lack of EMTs

SIGNIFICANCE: To increase the number of EMTs available for covering shifts. To avoid not having the availability from the Rock Valley Ambulance team to provide day transfers for our facility. If day transfers are not available locally, the hospital would need to rely on other communities that are 15-20 minutes away, which impacts in response times and survival rates in emergency situations.

PLAN: The Rock Valley Ambulance is working with the City of Rock Valley and has invited the CEO of Hegg Memorial Health Center to attend a meeting on recruitment.

The committee is looking into ways to recruit emergency medical personnel. Hegg Memorial Health Center will help in developing brochures, and will have an EMT representative from the Rock Valley Ambulance present at health fairs, safety events, and other recruitment opportunities as needed. Hegg Memorial Health Center will continue to work with the Rock Valley Ambulance and the City of Rock Valley to find ways to meet this need.

5. Urgent or Extended Care Services

SIGNIFICANCE: To provide medical care to our community outside of the 8am-4pm timeframe in a clinical setting and to decrease the number of non-emergent visits seen in our Emergency Room after 5 p.m.

PLAN: After Hegg Memorial Health Center's new provider arrives in July 2013, the hospital's CEO, clinic manager, and providers will discuss options for a trial period in which extended hours will be tested and utilization will be tracked. Discussions will be held after the trial period to determine if coverage will continue, extend to more hours or days, or cease.

6. Obesity

SIGNIFICANCE: To decrease the rate of obesity in our community in adults and in youth.

PLAN: Through our community education programs, wellness programs, and having a health coach in our facility, the hospital plans to continue our current programs and add additional programs focused on healthy eating and physical activity. Hegg Memorial Health Center will continue to hold Lunch 'N Learns on a quarterly basis for the community and monthly Brown Bag lunch meetings on healthy living for Hegg

Memorial Health Center's employees. Hegg Memorial Health Center will also look into holding Brown Bag lunches at businesses in the community. Hegg Memorial Health Center will continue to offer HANK (Healthy Active Nutritious Kids) at the local schools to teach youth about healthy living. Hegg Memorial Health Center started a Healthy Meal Prep group in March, 2013 that provides healthy ingredients to create 10 frozen meals for each participant to take home. The group started out with Hegg Memorial Health Center employees and meets every eight weeks. The program is now offered to community members. The Wellness Center is recruiting more exercise instructors to provide more variety and times for exercise classes in the community. Hegg Memorial Health Center will continue to hold its annual 5/10k event every August. The new Wellness Center opened March 2013. The wellness director will also explore the possibility of extending the hours or days that the Wellness Center is open.

7. Community Education Programs

SIGNIFICANCE: Community residents continue to strive for more information regarding their health, whether it is on a disease, treatment, prevention, healthy living, or screening and testing.

PLAN: The Community Education Department will continue to offer programs such as Project Truth (programs on sex, drugs, and alcohol) for the junior high and high school students, HANK for the youth, safety event, sun safety, smoking prevention program in the schools, 5th grade adolescent self-awareness, babysitting basics, sport performance training, and much more. The Community Education Department will look into other health concerns stated in the CHNA survey and determine what programs to offer in the future.

NEXT STEPS FOR PRIORITIES

For each of the priorities listed above, Hegg Memorial Health Center's CHNA committee will work with other community partners to:

- Identify any related activities being conducted by others in the community that could be built upon.
- Develop measurable goals and objectives to capture the effectiveness of their efforts.
- Build support for the initiatives within the community and the city council.
- Develop detailed work plans.

NEEDS NOT BEING ADDRESSED AND WHY

Throughout the assessment process, community health needs were identified. The CHNA Committee recognized the importance of limiting the number of priorities they could effectively address. The committee focused on the top priorities to allow time and resources to address the top community health needs. Future assessments will be conducted every three years to re-evaluate the needs in the community.

At this time, the CHNA committee plans to address the six priorities listed previously and will need to determine the amount of involvement and financial resources that Hegg Memorial Health Center can provide.

CONCLUSION

Starting date of the Implementation Plan

According to the plans listed above, several of the needs have already been implemented. Those not yet implemented will be addressed in fiscal year 2014.

Who will be involved in the Implementation Plan?

The action plans listed above state the parties involved with each need being addressed in this report. The CHNA committee will hold the parties responsible where the CHNA committee has no involvement by requesting progress reports.

How will the needs be tracked or evaluated?

The Community/Recreation Center and the day care will be followed concerning any progress in building a center for either of these establishments and reasons for whether or not these needs were addressed by discussing with the persons involved. Day care is part of Hegg Memorial Health Center's strategic plan for the next three years and will be addressed through the strategic planning committee on what part Hegg Memorial Health Center will play in this need. Progress will be reported to the CHNA committee by those involved in the decision making on these needs. Youth activities will be tracked by involvement or participation rates over the course of offering them at our facility and comparing them to the county or city statistics on obesity, alcohol use, etc.

The Rock Valley Ambulance committee will provide meeting minutes to the CHNA committee to report on progress regarding the recruitment of EMTs. The urgent or extended care services are also a part of Hegg Memorial Health Center's strategic plan and will be addressed through the committee and reported back to the CHNA committee. Obesity statistics will be used to track the performance in our community. The CHNA committee will also work

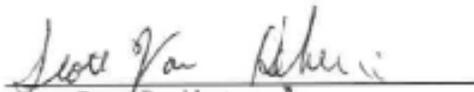
with the Community Education and Wellness departments to gather data related to the programs such as attendance and any testing or screening at the events.

CBISA (Community Benefit Inventory for Social Accountability) software will be used to record and track all related community benefit efforts which includes the needs explained in this report.

APPROVAL

The Community Health Needs Assessment Committee produced this report for Hegg Memorial Health Center's governing board and is published on the basis of approval. The implementation plan will be carried out after such approval and create any necessary budget dollars needed for any program that it plans to address. This report will be reviewed annually by the Hegg Memorial Health Center's governing board.

Signed:


Board President

Date:



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